

CHAPTER

6

SECTION 4

CORE WORKSHEET

Voter Behavior

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It is 2020 and the United States faces a major political problem: Nearly 75 percent of eligible voters are not voting in presidential elections. To address this problem, the Federal Government will hire an advertising agency to design a television ad to encourage voting. Your group is one of the agencies competing for this account.

Select a name for your agency: _____

Your task is to design an effective television advertisement, which you will present to the government's selection committee. Your ad should focus its message on one group that, historically, has had low voter participation.

Follow these steps to prepare your television advertisement:

1. **Identify the target group:** Write a brief description of the characteristics of your target group. Be prepared to explain why you selected this group.
2. **Select a spokesperson:** Identify a well-known spokesperson who could effectively communicate your message about voting. Be prepared to explain why this person is a good choice.
3. **Design your message:** List three key points that will serve as the centerpiece of your message. These points should address major reasons for nonvoting among your target group.
4. **Write the script:** Write a script for your spokesperson that covers all three key points. Your script may include other actors, if you like. Design the script to hold viewer interest throughout the message. Remember: Your goal is to encourage members of your target group to vote.
5. **Design a storyboard:** This is a series of pictures that illustrate the sequence of scenes and images your ad will have.
6. **Divide up roles:** Choose group members to play the role of the spokesperson and any other roles included in your script. Choose different group members to explain to the selection committee how each element of your ad contributes to the goal of increasing voter turnout. The elements are: your target group, choice of spokesperson, message design, script, and visuals.
7. **Prepare visuals:** Draw or select visual images to accompany your television ad. Plan how your spokesperson and other actors will move through the presentation. Prepare any stage props that will help support your message.
8. **Rehearse:** Practice your presentation with your group. Begin with the explanation of elements. Then act out the script of the ad, using your visuals. Revise your presentation based on group feedback.
9. **Present to the selection committee:** Give your presentation orally. Provide your audience with copies of your storyboard. After all groups have presented, the committee (the rest of your class) will select the most effective ad.